



THE UNIVERSITY TRANSPORTATION RESEARCH CENTER, REGION 2



NYU WAGNER RUDIN CENTER FOR TRANSPORTATION POLICY & MANAGEMENT



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## *The Window of Opportunity is Now: How Wireless Can Move Us To More Sustainable Transportation*

**Friday, October 19, 2007**  
**Baruch College Conference Center NYC**  
**151 E 25, Room 759**  
**New York, NY**  
**9:30 am - 12:00 Noon**

Co-sponsored by:  
CUNY Institute of Urban Systems  
Port Authority of New York & New Jersey  
New Jersey Dept. of Transportation  
United States Dept. of Transportation

Senior climatologists tell us that if worldwide CO2 emissions peak in 2015 – seven years from now – we have only a 50/50 chance of avoiding catastrophic effects of climate change. Achieving this target will require policies to begin reducing emissions in the U.S. and industrialized nations on an even faster timetable. A good many tools in the transportation kit require major infrastructure build outs and the changing over of fleets, none of which produce significant CO2 reductions as quickly as needed. Strategies that directly influence transportation behavior, such as market- and cost-based pricing, can affect emissions rates much more quickly. But changes in behavior, cost structures, and lifestyle are a hard sell with the public. How can we sweeten this deal for transportation users? One key lies in wireless technologies that transform our experience and costs associated with car travel (car sharing and ride sharing), and can provide a new economic platform for innovation and economic development (mesh networking). One key to making this innovation economically feasible in the near term is to ensure that the investments we are making today in wireless communications infrastructure – including systems for traffic management – provide an open network and open-access platform. Other supportive public policies are also required.

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